

09/617460

---

**SYSTEM AND METHOD FOR PREVENTING AUTOMATED  
CRAWLER ACCESS TO WEB-BASED DATA  
SOURCES USING A DYNAMIC DATA TRANSCODING SCHEME**

---

5

ABSTRACT OF THE INVENTION

10 A protection system and associated method prevent the automatic crawler access to  
a company's web-based data, without impacting the ability of an interactive user, such  
as a consumer, to access the data and to conduct regular business transactions. In one  
embodiment, the protection system will not prevent the crawler from downloading data;  
rather, the data will be rendered non-extractable by the crawler. In another embodiment,  
the protection system will prevent crawler access to the data. To this end, the protection  
15 system uses any one or a combination of the following six transcoding techniques:

Transcoding technique that changes the web page structure; transcoding technique that  
changes the web page content; transcoding technique that selectively changes web  
page variable names; transcoding technique that selectively converts text to images in  
the web page; transcoding technique that alters form values when executed; and/or  
20 transcoding technique that generates a substantial portion of, or the entire web page  
when executed.